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ABSTRACT

This intent of this publication is to provide a comprehensive list of resources for librarians to use in planning special programs geared for adults in the public library. Resources, as the term is used here, are ready-made program sources including speakers, films, and multimedia presentations. It is noted that the guide is designed to serve as a "jumping off" point for program planning--it is not a list of creative program ideas. Topics covered in separate chapters are: (1) why (or why not) do adult programming; (2) how to get program ideas; and (3) how to select programming--what will work in your community. Also provided are a checklist for organizing a successful program; an adult programming resource list; a subject index to the adult programming resource list; and a 23-item selected bibliography on library programming and public relations. Forms for suggesting additions to the resource list and for ordering this publication are included. (BBM)

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Rated "A" for Adult

A Guide to Library Programming

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Colorado Library Association
Colorado Department of Education
State Library & Adult Education Office

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RATED "A" FOR ADULT:

A GUIDE TO LIBRARY PROGRAMMING

by

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Steamboat Springs

and

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Colorado State Library
Denver

March 1991

Sponsored by

Public Library Division
Colorado Library Association

and

State Library and Adult Education Office
Colorado Department of Education

To order this publication, contact:

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Introduction

The intent of this publication is to provide a comprehensive list of resources for librarians to use in planning special programs geared for adults in the public library. "Resources" as the term is used here, are ready-made program sources including speakers, films and multi-media presentations. This guide serves as a "jumping off" point for program planning --it is not a list of creative program ideas. Hopefully, in looking through the guide, your creative juices will flow and result in imaginative and innovative programs in your library.

Several words of caution when using this guide. . . .

* Many organizations listed in the resource list provide programs at no charge; others may charge fees or travel expenses. Directory listings do not distinguish which organizations have program fees.

* Inclusion of an organization in the directory does not signify endorsement of the organization's goals or quality of programs by the authors, the Colorado State Library, or the Colorado Library Association.

* Chances are the resource list is incomplete! A form has been included at the end of the list for additions or corrections. If you know of an organization or source for adult programming, please let us know! The intent is to keep the resource list up-to-date with periodic revisions.

* If a program listed here is not available near you, check the phone book or find someone to locally present your topic of interest.

We hope you find this guidebook both useful and inspirational!

Why (or why not) do adult programming?

Programming is an activity most public libraries do, but is very broadly defined. Typically, even the smallest library provides programs for children such as weekly story hours, or summer reading promotion. For all practical purposes, "programming" here refers to a specific recreational, educational or cultural group event or activity sponsored by the library, and is geared toward the adult audience. Programs may be ongoing, a series, or a one-time event.

Although the intent of this guide is to encourage librarians to plan wonderful and innovative programs for adults by using readily available sources, the fact is there are valid reasons **not** to plan programs.

Some of the common reasons given by librarians who choose not to plan programs for adults include: limited funds ("our library is only open 10 hours per week"); limited time and staff (directly related to funding), and limited space ("there is no place in our building to hold special events"). The fact is, planning successful programs, even those that are "ready made", does take time and energy. Some libraries do an abundance of highly successful programs with very little direct cost, and inadequate space, simply by relying on the creativity and energy of staff and volunteers.

In making the decision to allocate staff time and/or financial resources to adult programming, the library's mission, goals, and role in the community should be evaluated. Building and maintaining timely, relevant, and useful collections is probably the most important task for a busy librarian. However, a small rural library located some distance from a large city may serve as a community center, offering classes, workshops, and lectures.

If, in fact, planning and carrying out special programs calls for time, enthusiasm, funding, creativity, space, marketing, organization and boundless energy, why bother?

Good question! Here are some great reasons to plunge in and try it.

Adult programming:

* Increases awareness and promotes book and media collections
* Publicizes your library and its resources within your community -- attracts media attention
* Stimulates public interest in reading

* Brings people into the library who might not otherwise visit
* Introduces new library services
* Encourages community involvement and support
* Exhibits local talent
* Brings outside expertise and talent to the community
* Provides safe/neutral place for controversial or personal topics
* Offers alternative ways to deliver information
* Offers cultural alternatives in the community
* Offers personal enrichment opportunities through a variety of media
* Promotes library as a place where things are happening -- programs are highly visible and easy to promote, AND
* IT'S FUN!

How to get program ideas

Remember, opportunities for programming resources may appear at any time --just keep your eyes and ears, and your mind, open to them.

Here are some ways to get ideas:

* Talk with staff about their personal and/or professional interests (they may know resource people in those areas)

* Informally contact community groups on what activities they plan (co-sponsoring a program can be beneficial to both)

* Watch television, listen to the radio and read the paper for local or national news items and current facts which lend themselves to a program topic (they may even include resource people)

* Check for dates of events, such as Black Awareness Month, Cinco de Mayo, etc. (look in Chase's Annual Events or call your local Chamber of Commerce)

* Find out what could be coordinated with high school curriculum topics (these may be of interest to parents as well as students)

* Look for the "hot" circulation items and plan programs around those topics (be sure to investigate both print and non-print items)

* Ask people attending current programs, either formally or informally, what subjects they would be interested in for program topics (if you don't now do programs, just ask at the circulation desk)

* Look at things from a "new angle" that could be turned into a program (a career that's uncommon)

* Check the bibliography in this handbook to identify books that have programming ideas

* Use your INTUITION! (some of the best ideas are those you already have)

How to select programming: what will work in your community

Anyone who has experience in planning programs knows that no matter how creative or well-planned a particular program is, sometimes no one attends, and that can be very disappointing.

While there is no hidden formula or guarantee this will not happen, the first step in planning a program is to evaluate the reasons why certain types of programs are highly successful in your community and others are not. What will work in one library may not in another. How do you decide?

Several questions to ask yourself in deciding whether or not a program will be popular and/or successful are:

* What are people in your community interested in? How do you find out? (Talk informally with people both in and out of the library. Conduct a survey or compile a community profile. Have a suggestion box.)

* What cultural or educational needs are already being met by organizations and services in your community? (For instance, does the community college already offer a film series? It may not be wise to duplicate existing programs.)

* What other community activities are planned for the same time period and how will that affect interest or attendance? (Can you piggyback onto an important and established community event to increase its success? Or will other activities be considered a conflict of interest?)

* Who is your audience and when should your programs be scheduled so the largest number of people can attend? (Mothers with young children? Business people? Retired citizens?)

* With which groups or organizations can you plan cooperative programs? (A good way to generate more exposure and attract a wider audience)

* How can you promote and publicize your program in the community? (People cannot decide to attend if they do not know about it)

* What have formal or informal evaluations of previous programs told you? What has worked and what hasn't?

* Would this topic lend itself to presentation before a group?

* Should the information be presented as a series or in a one-time program? (This may directly relate to staff time available.)

* Do you know, or can you find out, if this is a quality program? (Asking programmers to provide you with references, if available, could be one source.)

Hosting a successful program hinges on a variety of factors which should be carefully evaluated before designing new programs or expanding existing ones. Marianne K. Cassell, Vermont Department of Libraries, offers this checklist in her book Adult Programming: Ideas and Resources.

What Brings People In?

Local talent -- neighbors, friends, local celebrities

Local subject -- grabs attention

Timely topic -- needed and/or is popular right then

Unusual/interesting topic -- arouses curiosity

Freshness -- even an old stand-by can be made exciting

Appropriateness -- people should feel there will be something to be personally gained

Quality of program has been publicized

Your library's reliable track record

Effective publicity

Timing correct -- no conflicting community events

Cooperative weather

Enthusiastic people who have attended other library programs

What Keeps People Away?

Not in the habit of going to library programs

Schedule conflicts

Poor timing -- day, date, time, weather

Topic not interesting or interestingly presented

Unaware of program -- either through too little or no publicity or sketchy, unclear publicity

Too many other things to do

Not enough parking, seating, materials, or whatever

Transportation problems

Fear of expense - afraid it might cost

Checklist for organizing a successful program

___ Choose your program topic and content carefully -- know your audience.

___ Be sure that the program meets the guidelines and/or criteria written in the library programming policy.

___ Check your local calendars. (Your local Chamber of Commerce can be a good resource here.) Decide day, date, time to hold the program. Some programs take much more planning and organizing than others. Allow a minimum of three weeks prior to the actual date of the program for distribution of flyers, posters, promotional materials and news releases.

___ Inform the entire staff of the upcoming event. Get them involved. Enthusiasm is infectious and word of mouth is one of the best forms of publicity.

___ Make a list of every potential media source in your area and send them news releases and public service announcements. Note deadline dates and contact names. (It would be useful to keep this list on hand for other promotional events; however, remember that media contacts change frequently. So, keep your list updated.)

___ Send flyers to your established list of groups and individuals (60 - 90% of attendees learn about an event through non-media sources).

___ If you print flyers or posters, keep a list of locations around town where materials can be placed. (Again, keeping this list on file for future events is a good idea.)

___ Determine your target audience and place special emphasis on reaching them. If, for example, your program is geared toward new parents, then place promotional materials in doctor's offices or preschool centers. Or, if you are hosting a photography exhibit and lecture, place a poster or flyers in the frame shops or photo stores.

___ If you have the space, set up prominent displays or exhibits promoting the event in your library.

___ Before the day of the event, be sure to make necessary plans for room arrangements, audio visual equipment if needed, microphone for the speaker, etc. If you do have speakers, check ahead to make sure he or she has necessary furniture, equipment, handouts, etc. Confirm the amount of time the speaker is expected to take. A program can fall flat if a speaker goes beyond the amount of time the audience expects, no matter how interesting or informative the talk.

___ Relax and enjoy the event with those attending. Keep your sense of humor if things do not go exactly as planned. (Yes, it <u>does</u> happen now and then.)

___ Afterwards, be sure to thank those who assisted with the program.

___ If you have photographs of the event, submit them to the local newspaper with a follow-up story (staging photos <u>prior</u> to an event is a great way to get newspaper and TV coverage -- a photo <u>is</u> worth a 1,000 words).

___ Keep notes, suggestions, costs, and samples of promotional materials. You never know when someone will ask about your program, and if it is successful, you may want to repeat it at a later date.

___ Documentation, especially photos, newspaper clippings, plus attendance numbers, honoraria, as well as in-kind costs, can help secure funding by corporate sponsors for future events.

___ Do an evaluation of each program. This could be as simple as asking people about the program during break, afterwards, or the next time you see them. A written evaluation form can be handed out at the end of the program, too. Then remember to look at evaluations next time you plan a similar program.

Adult programming resource list

This list is alphabetical by the organization name. There is an index in the back of the publication that can be used for subject access to the Resource List.

The major portion of the Resource List was compiled through a 1990 survey of Colorado organizations which were listed in the Encyclopedia of Associations, Western Region, and which provide educational programs for adults. The remainder of the entries were collected from various publications by the authors.

AFS INTERCULTURAL PROGRAMS
313 East 43rd Street, Dept. CS
New York, NY 10017
(212) 949-4242 or (800) AFS-INFO
Lois Magee
Colorado State Director

AFS Intercultural Programs is a non-profit exchange program for students and teachers offering placement in over 40 countries. Volunteers support host students and teachers. A speakers bureau, slide programs, and visiting students are available to talk about their home country in communities statewide.

AMERICAN CANCER SOCIETY
2255 South Oneida Street
Denver, CO 80224
(303) 758-2030
Jennifer Scott Nazaryk
Public Education Director

Programs include prevention of cancer, smoking cessation, and early detection of breast, skin, testicular, colorectal, prostate and cervical cancers. Speakers Bureau members can present demonstrations, workshops and exhibits. Throughout Colorado films, videos and slide programs may be borrowed from the Division library. Write for a catalog. Also request list of areas in the state where programs are available.

AMERICAN DIABETES ASSOCIATION
2450 South Downing Street
Denver, CO 80210
(303) 778-7556 or (800) 782-2873
Thomas Grubb

Programs are offered on basic and specific diabetes information, about the Association and its activities. Statewide offerings include a speakers bureau, slide programs, workshops and educational meetings, support groups, and fundraising activities. Write for a publication catalog.

AMERICAN HANDWRITING ANALYSIS FOUNDATION - Rocky Mountain Chapter
545 Dudley Street
Lakewood, CO 80226
(303) 238-9518 or (303) 447-8625
Joan Cook, President
Carol Ford, Vice President

Programs include handwriting analysis on the following topics: daily life, the courts, parenting, career guidance, business, counselling, brain dominance, personal growth, and law enforcement. Activities include: monthly meetings with speaker and social time, an annual Denver workshop with a national speaker, small bi-monthly study groups, annual national conventions, book sales (handwriting books), and a monthly newsletter. Most programs are in the Denver Metro, Boulder, and Ft. Collins areas; however, members statewide could possibly provide programs in other areas. Write for a schedule or further information.

AMERICAN LUNG ASSOCIATION OF COLORADO
1600 Race Street
Denver, CO 80206
(303) 388-4327

Programs center on lung health and topics such as asthma, emphysema, air quality, smoking and influenza. A Speakers Bureau is available to the public at no cost. A variety of topics can be addressed by volunteers with a one month advance notice. Literature and audio visual equipment are available. Periodic workshops are offered to lung disease patients. This is a statewide organization; however some programs are limited to specific geographic areas. Write for information.

AMERICAN LIBRARY ASSOCIATION: Video and Special Projects
50 East Huron Street
Chicago, IL 60611
(800) 545-2433

The ALA Video and Special Projects Office sponsors programming activities coordinated with television network series, in particular with several Corporation for Public Broadcasting's major series. Materials are developed which include programming and display ideas, book and film lists, clip art, and series information. Write or call for more specific information.

AMERICAN LIBRARY ASSOCIATION: The Whole Person Catalog
50 E. Huron Street
Chicago, IL 60611-2795
(800) 545-2433

The Whole Person Catalog: Access to Tools for Humanities Programming in Libraries includes a list of programming materials available for purchase. Materials focus on reading/discussion, viewing/discussion, and resources.

AMERICAN LIBRARY ASSOCIATION: Whole Person Database
50 E. Huron Street
Chicago, IL 60611-2795
(800) 545-2433

ALA is developing a Whole Person Database of humanities programming. This database will include a clearing house for available humanities programming, a referral network, and a directory for mailings about special humanities-based program opportunities.

BI-FOLKAL PRODUCTIONS, INC.
809 Williamson Street
Madison, WI 53703
(608) 251-2818

Bi-Folkal is a non-profit corporation whose work is to create opportunities for older adults. Bi-Folkal Program Kits are bags filled with slides, tapes, booklets, skits, activities, things to touch or smell, and ideas for other activities A catalog is available.

COLORADO ANTIQUARIAN BOOKSELLERS' ASSOCIATION
Aion Bookshop
Boulder, CO
(303) 443-5763
James or Deborah Broaddus

Through its panel of 34 members, the Association delivers without charge lectures on topics such as the care and restoration of books, bibliographic research, book collecting and related subjects. It can also work with libraries in establishing "appraisal panels" at which individuals, for a small fee, may have their books informally appraised.

COLORADO ARCHAEOLOGY SOCIETY
Box 111
Pueblo, CO 81001

A coalition of avocational and professional archaeologists, it provides a focus for public interest and action in preserving the State's fragile cultural resources. Programs for libraries include speakers, demonstrations -- such as flint knapping and pottery-making, and living history presentations.

COLORADO ASSOCIATION OF COMMUNITY EDUCATORS
Community Education Office
206 Education Building
Colorado State University
Fort Collins, CO 80523
(303) 491-6289
Dr. Charles Porter

Each community education effort is different according to the community. Educational activities range from formal credit courses to informal noncredit learning experiences. The learning activity may be offered by the local school district or library. It may also be an existing educational activity of a school district, a higher education institution or community service organization. It may be held in the facilities of the local school, library, or any other facility that would be more convenient for the audience. Community education is in operation throughout the state, but is specifically identified as such in certain districts. Write for a list of districts.

COLORADO ASSOCIATION FOR THE EDUCATION OF YOUNG CHILDREN
P.O. Box 4237
Highlands Ranch, CO 80126
(303) 791-2772
Linda Adams

CAEYC is a state association with district groups along the Front Range, in Summit County and on the Western Slope. It focuses on issues that deal with children ages birth to age 8 and hosts annual conferences with workshops, keynote speakers and exhibits. Membership is composed of people working in child care facilities, family child care homes, kindergarten through 2nd grade teachers, and other early childhood advocates.

COLORADO COUNCIL ON THE ARTS AND HUMANITIES
770 Pennsylvania Street
Denver, CO 80203
(303) 894-2617

This statewide organization publishes an "Artist Resource List" which includes names of recommended artists in such fields as storytelling, music, dance, literature, and visual arts.

COLORADO COUNCIL ON ECONOMIC EDUCATION
3300 Mitchell Lane, Suite 140
Boulder, CO 80301
(303) 449-6489
LaKay Schmidt, President

This statewide organization deals with helping teachers and community leaders develop an understanding of basic economic concepts and apply this economic thinking to current national and international issues. One-day seminars and graduate level courses and workshops are available.

COLORADO ENDOWMENT FOR THE HUMANITIES
1836 Blake Street, Suite 200
Denver, CO 80202
(303) 292-4458
Maggie Covall
Resource Center Director

The Colorado Endowment for the Humanities (CEH) is a major funder of excellent locally-designed public humanities projects. In formats as diverse as teacher education programs and travelling exhibits, CEH grants respond directly to the interests of Colorado's diverse citizenry and organizations.

Speaker Programs offer communities the expertise of Colorado humanities scholars, often combined with media programs to complete the community discussion series. The packaged programs currently offered include "Wordsworth and the Age of Romanticism", "Black American History", and "Colorado's Hispano Heritage". Other topics are being developed.

Let's Talk About It (LTAI) is a reading and discussion program that encourages adults to read books and engage in discussions centering around a common topic. LTAI themes include readings on nationalism and the Civil War, contemporary Japanese literature, and commitment in American life. These are perfect programs for the smaller community library.

The Colorado Humanities Resource Center (CHRC) also develops programs of its own, usually centered around Colorado and Western History. These packaged programs take various forms, but always incorporate a series led by scholars to help the public fully understand the topic. A media catalog is available.

COLORADO COMMITTEE FOR WOMEN'S HISTORY
Station 2
P.O. Box 673
Denver, CO 80206

This committee distributes a Colorado resource list and current events schedule. Write for information.

COLORADO ENVIRONMENTAL HEALTH ASSOCIATION
720 South Colorado Boulevard
South Tower, Suite 970
Denver, CO 80222
(303) 758-1622
Theresa Harden or Jim Dingman

Speakers are available statewide for such topics as air pollution, disease and injury control, food protection, swimming pools, solid and hazardous waste, vector control, child care, occupational health, and land use. A limited number of slide shows are available.

COLORADO GOLF ASSOCIATION
5655 South Yosemite Street, Suite 101
Englewood, CO 80111
(303) 779-4653
Warren Simmons

Programs include rules of golf, golf handicapping, rules workshops (typically centered around a "rules blanket" -- tablecloth 8'x20' with tees, fairway, hazards, green, etc. to simulate rules situations), and speeches on almost any aspect of golf. Programs are primarily in Denver area, but available elsewhere in the state.

COLORADO SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS
7720 East Belleview Avenue, Building 46B
Englewood, CO 80111
(303) 773-2877

Metro Denver and statewide Taxpayer Assistance Program offers services during income tax season (January through mid-March). Tax experts are willing to schedule a question-and-answer session for people who have questions about their income taxes.

COLORADO SOCIETY TO PREVENT BLINDNESS
3500 East 12th Avenue
Denver, CO 80206
(303) 399-8090
Mrs. Clem Spainhower

Programs, primarily in Metro Denver and the Front Range, include community services (glaucoma screenings for adults, preschool vision screening for children, and Colorado Eye Bank), educational programs on eye health and eye safety (in home, school, workplace), and information on cataract, glaucoma, diabetic retinopathy, macular degeneration, etc. Also available is a film library, brochures, and speaker's bureau. Call or write for information.

COLORADO SPEECH-LANGUAGE-HEARING ASSOCIATION
1325 South Colorado Boulevard, #401
Denver, CO 80222
(303) 753-1221
Pauline Casey

This association offers programs statewide on any speech-language or hearing topics, such as "How to Buy a Hearing Aid", "Developing Speech and Language Skills in Children", "Communicating with a Loved One After Stroke", "Devices to Assist Adults with Hearing Impairment", "Head Injury", and "Noise". They also offer a speaker's bureau.

COLORADO TRIAL LAWYERS ASSOCIATION
1888 Sherman Street, #370
Denver, CO 80203
(303) 831-1192 or (800) 654-1398
Pat O'Connor

This association focuses on all subjects relating to law, legal rights, judicial system and the legislature. CTLA offers a speakers bureau free of charge. Speakers can address a wide variety of legal-related subjects. CTLA also offers the People's Law School in all major Colorado communities. The program consists of eight sessions over eight weeks (two hours per session) where lawyers speak on different legal subjects. There is a small fee.

COORS BREWING COMPANY
Golden, CO 80401
(303) 277-5827
Community Wellness Representative

The goal of the Community Wellness Program is to sponsor wellness programs in communities where Coors is distributed. Usually they work with local distributors, but programs on health, nutrition and exercise could be offered in libraries.

COLORADO STATE UNIVERSITY COOPERATIVE EXTENSION OFFICE
Local County Extension Office or
CSU Extension Office
(303) 491-6281

This office coordinates statewide county cooperative extension offices. Each county office has its own programs. Contact your local county office for programs on home economics, lawns, plants, gardening, horticulture, agriculture, livestock, water, and 4-H programs.

DENVER AUDUBON SOCIETY
3000 South Clayton, #207
Denver, CO 80210
(303) 757-8376
Jean Maguire

This society offers Metro Denver area workshops, programs, field trips, and demonstrations. Topics include: monthly wildlife programs, beginning and intermediate bird watching classes, photography class, bird feeding class, wildlife ethics class, institute of river ecology, legislative workshop, and composting and recycling workshop. Call or write for fees.

DENVER CENTER FOR THE PERFORMING ARTS
1245 Champa Street
Denver, CO 80204
(303) 893-4000
Erika Ross

The Denver Center Speakers present a lively, entertaining program in the Metro Denver area, approximately 30 minutes in length, which includes a seven-minute videotape packed with exciting moments of local theatre. They will also address particular areas of interest upon request. The Denver Center for the Performing Arts also presents Voice Workshops on the Use and Abuse of the Professional Voice through the Recording and Research Center.

DENVER/COLORADO VETERINARY MEDICAL ASSOCIATION
1780 South Bellaire Street, Suite 701
Denver, CO 80222
(303) 759-1251
Debbie Buchanan

This association offers talks primarily on animal health topics, but can also speak on a number of miscellaneous animal-related topics. A speakers bureau is available and also a slide program. Most programs are in the Denver Metro area, but veterinarians in other parts of the state may be available as needed.

EDUCATORS PROGRAM SERVICES, INC.
214 Center Street
Randolph, WI 53596
(414) 326-3126

This service publishes annual listings of free audio-visual materials available for loan. Individual catalogs for 16mm films, videocassettes, science materials, and filmstrips may be purchased. Each catalog contains listings with full annotations and is organized by subject with title, industry, source, and availability. Catalogs may be ordered on a subscription basis.

INDIANA UNIVERSITY
Bloomington, IN 47045
(812) 335-8087 -- purchase
(812) 335-2103 -- rental

Films/Video Audio-Visual Center has films and videos available for purchase and loan. There is a rental fee for all items borrowed. This large collection is mainly educational in nature. Catalogs listing materials are available.

INFORMED CONSENT
3455 Table Mesa Drive, 101-A
Boulder, CO 80303
(303) 499-3984
Robert Dacey

This organization offers seminars and workshops statewide to help consumers to become "smart shoppers" for healthcare services and healthcare insurance.

KAROL MEDIA
635 Front Road
Paramus, NJ 07652
(201) 262-4170

This organization distributes the Panasonic Sports Library and the Miller Beer Sports Library. Both collections are available at no charge and feature a limited amount of advertising.

THE MENDED HEARTS, INC.
3455 Table Mesa Drive. 101-A
Boulder, CO 80303
(303) 499-3984
Robert A. Dacey

This organization provides speakers for patient/family support for heart disease/surgery patients in Metro Denver, Boulder, Fort Collins, and Greeley areas.

MODERN TALKING PICTURE SERVICE
5000 Park Street North
St. Petersburg, FL 33709
(813) 541-5763

This service provides free loan films and videocassettes to libraries. These films are especially useful with community groups and nursing homes.

MUSEUM ONE, INC.
P.O. Box 11535
Washington, D.C. 20008-0735
J. Hart, Executive Director

Museum One, Inc. is an arts and educational outreach service specializing in programs for older adults. It has recently developed art appreciation slide/video educational programs designed especially for activities and recreational staff (or other group leaders) at senior facilities and centers to use with older adults. Educational packets are accompanied by guides providing questions for group discussion as well as narrative and background on paintings.

MUSEUM OF WESTERN COLORADO
State Folklorist
P.O. Box 20000-5020
Grand Junction, CO 81502-5020
(303) 434-9814 or (303) 242-0971

This museum offers presentations on community and family folklore, oral history workshops, assistance in planning folk arts, exhibits and programs that are sponsored by the Colorado Council on the Arts & Humanities.

NATIONAL COUNCIL ON THE AGING, INC.
600 Maryland Avenue, S.W.
West Wing 100
Washington, D.C. 20024

"Conducting Humanities Discussion Programs for Older Adults: The Silver Editions Guide for Librarians" is a how-to handbook that outlines the steps in developing library programming in the humanities for older adults. It emphasizes the value of humanities study and discussion by older adults and members of intergenerational groups. The program is supported by a grant from the National Endowment for the Humanities.

NATIONAL GALLERY OF ART
Extension Programs
Washington, D.C. 20565

Through its extension programs, the National Gallery of Art loans color slide programs, films and videocassettes free of charge to institutions, community organizations, and individuals. Write for a catalog.

NATIONAL ISSUES FORUM
100 Commons Road
Dayton, OH 45459-2777
(800) 433-7834
Dr. Jon Rye Kinghorn

This forum consists of public policy discussion groups which are community-based, non-partisan, and carried out in community forums or small group study circles. Annually, three national issues are identified and non-partisan issue discussion books are distributed. Write for information and an issues book at no charge.

NATIONAL WOMEN'S HISTORY PROJECT
7738 Bell Road
Windsor, CA 95492-8518

This project publishes a catalog of resources on women's history including books, posters, program ideas, and display materials.

PATHWAYS TO THE FUTURE
5660 Greenwood Plaza Boulevard, #101
Englewood, CO 80111
(303) 773-3956
Elinor Greenberg, Executive Director
Susan Kannel, Program Manager

PATHWAYS to the Future is the training, re-training benefit for U.S. West Communications Occupational employees. Futurists tell us that each of us will have seven careers in our lifetime. This large corporation and its union are leading the way in funding education for employees. "The Future Belongs to Lifelong Learners" statewide program looks at PATHWAYS and discovers what lies ahead for all of us in career changes, upgrading skills and keeping an eye on the future. A Speakers' Bureau is available in addition to the program throughout Colorado.

PLAINS AND PEAKS REGIONAL LIBRARY SERVICE SYSTEM
Broadmarket Square, Suite H2
1761 South 8th Street
Colorado Springs, CO 80906
(719) 473-3417 or 1-800-332-7181

Peoplefile: A Directory of Human Resources includes names and addresses of individuals (primarily in the Denver/Colorado Springs area) who are available as speakers for library sponsored programs. Updated annually.

RAPTOR EDUCATION FOUNDATION
21901 E. Hampden Avenue
Aurora, CO 80013
(303) 680-8500
Peter Reshetniak

A one-hour program, "Introduction to Raptors", features five different, permanently injured, live birds of prey (raptors) to illustrate a conservation and environmental message. The program is available statewide and is suitable for all age groups.

ROCKY MOUNTAIN FILM CENTER
Colorado Film Network
University of Colorado
Campus Box 316
Boulder, CO 80309

The Colorado Film Network offers a traveling, contemporary foreign film series. The Network arranges the schedule, shipping and promotional materials (poster, flyer) of six films typically held in the fall (September-December). The series is supported in part by a grant from the Colorado Council on the Arts and Humanities, along with contributions from local libraries or communities.

ROCKY MOUNTAIN MILITARY VEHICLE HISTORICAL SOCIETY
4675 Teller Street
Wheat Ridge, CO 80033
(303) 420-8135 (H)
(303) 969-2381 (W)
Andy Beck

Programs feature classic car and truck restoration, military vehicles and history. Although many programs have been done, they are not "standard", but rather customized for each event. Shows range from specific "how to..." to a generic "restoring military vehicles in Colorado".

STUDY AIDES RESOURCE CENTER
Route 169, Box 203
Pomfret, CT 06258
(203) 928-2616

Founded in 1988 as a non-profit, non-advocacy program, the Study Aides Resource Center promotes the use of study circles on critical social and political issues. The Center provides information on courses including: affordable housing and homelessness, AIDS, drug crises, ethics, other cultures, countries, and the environment. Write or call for information on guidelines and courses.

SWALLOW HILL MUSIC ASSOCIATION
1905 South Pearl Street
Denver, CO 80210
(303) 777-1003

A contact or resource for locating musicians who perform for all age groups. All types of musicians are represented, but most are in the Metro Denver area.

USAF ACADEMY PLANETARIUM
50 ATS/DOP
USAF Academy, CO 80840
(719) 472-2779

Programs include general interest in astronomy and space exploration. Public planetarium programs are scheduled 7:30 a.m - 4:30 p.m. daily except Monday. The Planetarium also offers a speakers bureau of Air Force Academy and astronomy topics.

Subject index to adult programming resource list

This index is arranged alphabetically. For subjects not used, follow the "SEE" reference to the subject heading. Organizations listed under each subject heading can be looked up alphabetically in the "Resource List" for a complete description and contact information.

actors (SEE theater)

aging (SEE older adults)

agriculture
    Colorado State University Cooperative Extension Office

animals

antiquarian books (SEE book collecting)

appraisal panels (SEE book collecting)

archaeology
    Colorado Archaeology Society

art appreciation
    Museum One, Inc.
    National Gallery of Art Extension Programs

artists clearinghouse
    Colorado Council on the Arts and Humanities

astronomy
    USAF Academy Planetarium

Audubon (SEE birds)

A-V resources
- American Cancer Society
- American Library Association
- Colorado Society to Prevent Blindness
- Educators Program Services
- Indiana University
- Karol Media
- Modern Talking Picture Service
- Rocky Mountain Film Center

banking (SEE economic issues)

bird feeding (SEE birds)

bird watching (SEE birds)

birds
- Denver Audubon Society
- Raptor Education Foundation

Black American history (SEE history)

blindness (SEE health, human)

book collecting
- Colorado Antiquarian Booksellers' Association

book discussion (SEE discussion programs)

book resource lists
- American Library Association
- Colorado Endowment for the Humanities
- National Council on the Aging, Inc.
- National Issues Forum
- Study Aides Resource Center

business (SEE economic issues)

cancer (SEE health, human)

cars, classic restoration (SEE vehicles)

career guidance
PATHWAYS to the Future

catalogs of resources
American Cancer Society
American Diabetes Association
Bi-Folkal Productions, Inc.
Colorado Endowment for the Humanities
Educators Program Services
Indiana University
National Gallery of Art Extension Programs
National Women's History Project

cataracts (SEE health, human)

childcare (SEE early childhood)

Colorado history (SEE history)

community education (SEE school districts)

composting (SEE horticulture)

consumer information (SEE health, human and SEE law)

Cooperative Extension Office (SEE agriculture)

Corporation for Public Broadcasting series tie-in (SEE TV programs tie-in)

CPAs (SEE tax assistance)

demonstrations
American Cancer Society
Colorado Archaeology Society

diabetes (SEE health, human)

discussion programs
- American Library Association
- Bi-Folkal Productions, Inc.
- Colorado Endowment for the Humanities
- Museum One, Inc.
- National Council on the Aging, Inc.
- National Issues Forum
- Study Aides Resource Center

early childhood
- Colorado Association for the Education of Young Children

ecology (SEE environment)

economic issues, domestic and international
- Colorado Council on Economic Education

employee training (SEE career guidance)

environment
- Colorado Environmental Health Association
- Denver Audubon Society
- Raptor Education Foundation

exchange programs (SEE foreign countries)

exercise (SEE health, human)

exhibits, traveling
- American Cancer Society
- Colorado Endowment for the Humanities

eyes (SEE health, human)

film resources (SEE AV resources)

folk arts (SEE history)

folklore (SEE history)

foreign countries
AFS Intercultural Programs

4-H (SEE agriculture)

gardening (SEE horticulture

glaucoma (SEE health, human)

golf (SEE sports)

handwriting analysis
American Handwriting Analysis Foundation - Rocky Mountain Chapter

health, animal
Denver/Colorado Veterinary Medical Association

health, human
American Cancer Society
American Diabetes Association
American Lung Association of Colorado
Colorado Society to Prevent Blindness
Colorado Speech-Language-Hearing Association
Coors Brewing Company
Informed Consent
The Mended Hearts, Inc.

healthcare, insurance (SEE health, human)

healthcare, services (SEE health, human)

hearing (SEE health, human)

heart disease (SEE health, human)

Hispanic heritage (SEE history)

history
Colorado Endowment for the Humanities
Colorado Committee for Women's History
Museum of Western Colorado
National Women's History Project
Rocky Mountain Military Vehicle Historical Society

home economics (SEE horticulture)

horticulture
CSU Colorado Cooperative Extension Office

humanities programs clearinghouse
American Library Association
Colorado Endowment for the Humanities

income tax (SEE tax assistance)

insurance, healthcare (SEE health, human)

judicial system (SEE law)

language (SEE health, human)

law
Colorado Trial Lawyers Association

lawns (SEE horticulture)

lawyers (SEE law)

legal rights (SEE law)

legislature (SEE law)

Let's Talk About It (SEE discussion programs)

living history
Colorado Archaeology Society

livestock (SEE agriculture)

lung diseases (SEE health, human)

military vehicles (SEE vehicles)

musicians
Swallow Hill Music Association

nutrition (SEE health, human)

older adults
Bi-Folkal Productions, Inc.
Modern Talking Picture Service
Museum One, Inc.
National Council on the Aging, Inc.

oral history
Museum of Western Colorado

parenting (SEE early childhood)

photography (SEE birds)

planetarium (SEE astronomy)

plants (SEE horticulture)

public policy
National Issues Forum
Study Aides Resource Center

raptors (SEE birds)

recycling (SEE environment)

scholars, humanities
- Colorado Endowment for the Humanities

school districts
- Colorado Association of Community Educators

seniors (SEE older adults)

slide programs
- American Diabetes Association
- Colorado Environmental Health Association
- Denver/Colorado Veterinary Medical Association
- National Gallery of Art Extension Programs

space exploration
- USAF Academy Planetarium

speakers bureaus
- AFS Intercultural Programs
- American Cancer Society
- American Diabetes Association
- American Lung Association of Colorado
- Colorado Endowment for the Humanities
- Colorado Environmental Health Association
- Colorado Society to Prevent Blindness
- Colorado Speech-Language-Hearing Association
- Colorado Trial Lawyers Association
- Denver Center for the Performing Arts
- Denver/Colorado Veterinary Medical Association
- PATHWAYS to the Future
- Plains and Peaks Regional Library Service System
- USAF Academy Planetarium

speech (SEE health, human)

sports
- Colorado Golf Association
- Karol Media

study circles (SEE discussion programs)

tax assistance
Colorado Society of Certified Public Accountants

theater
Denver Center for the Performing Arts

trucks, restoration (SEE vehicles)

TV programs tie-in
American Library Association

vehicles
Rocky Mountain Military Vehicle Historical Society

veterinary medicine (SEE health, animal)

video resources (SEE AV resources)

water (SEE agriculture)

wellness (SEE health, human)

Western history (SEE history)

wildlife (SEE birds)

Women's history (SEE history)

Library programming and public relations

A Selected Bibliography

68 Great Ideas: The Library Awareness Handbook
American Library Association, 1982. Ideas for raising community awareness.

Adult Programming Ideas
Vermont Department of Libraries, April 1989. Developed by participants in the "Serving Adults" workshop. Available for loan from the CDE Resource Center, Colorado State Library, (303) 866-6617.

Adults Only: Program Ideas of Interest to Your Adult Patrons
Public Library Association, ALA, June 1986.

Baechtold, Marguerite
Library Service for Families. Library Professional Publications, 1983. Outlines types of families and skills needed to work with them. Offers practical and philosophical ideas for services, especially programming.

Baeckler, Virginia
Go, Pep and Pop! 250 Tested Ideas for Lively Libraries. Unabashed Librarian, 1976. Inspiration and incentive for programs, exhibits, projects and community awareness.

Blackaby, Linda
In Focus: A Guide to Using Films. Zoetrope, 1980. A guide to film programming for any group.

Carparelli, Felicia A.
A Practical Approach to Programming. ALA, 1982 ("Adult Services in Action", No. 1)

Cassell, Marianne K.
Adult Programming: Ideas and Resources for Vermont Public Libraries. Vermont Department of Libraries, 1983. Good source for information on planning and scheduling programs as well as ideas for actual programs. Available for loan from the CDE Resource Center, Colorado State Library, (303) 866-6617.

Chase's Annual Events

Contemporary Books, 1985- . Published annually. Will tell you when major "weeks" and birthdays are. Useful in planning related programs and displays.

Edsall, Marian S.

Library Promotion Handbook. Oryx, 1980. Very extensive and loaded with ideas for public relations activities, fundraising and special events.

Fergusson, David G.

"You Can't Tell the Players Without a Program (Policy)", North Carolina Libraries, Summer 1983, vol. 41, p.80-83. Discusses the importance of having a library policy which addresses adult programming. Issues involved with programming policies include intellectual freedom, content of program, etc.

Great Library Promotion Ideas

ALA, 1984- . Annual publication gives details from winners and notables of the John Cotton Dana Library Public Relations Award sponsored by ALA.

Hogan, Judy

Watering the Roots in a Democracy: A Manual on How to Combine Literature and Writing in the Public Library. Carolina Wren Press, 1989.

Kohn, Rita

You Can Do It: A PR Skills Manual for Librarians. Scarecrow, 1982. Geared toward overall public relations -- image, signs, space; includes a chapter on programming.

Liebold, Louise Condak

Fireworks, Brass Bands, and Elephants: Promotional Events with Flair for Libraries and Other Nonprofit Organizations. Oryx, 1986. Full of good ideas for fundraising/ special programs and developing community awareness.

Manheimer, Ronald J.

Developing Arts and Humanities Programming with the Elderly. ALA, 1984. ("Adult Services in Action", No. 2). Emphasis on life story writing, family history, and discussion programs.

Rader, Barbara A.

"Humanities Programming in Public Libraries: The Connecticut Perspective", Public Libraries, November/December 1990, vol. 29, no. 6, p. 342-48. Describes how public libraries can plan, fund, and implement scholar-led, library-based book discussion programs.

Robotham, John S.

Library Programs: How to Select, Plan, and Produce Them, 2nd ed. Scarecrow, 1981. Straightforward overview.

Sparks for Creative Programming

Mississippi Library Commission. 600 ideas and sources for programs and public relations activities. Copy available for loan from the CDE Resource Center, Colorado State Library, (303) 866-6617.

Van Straalen, Alice

The Book of Holidays Around the World. E.P. Dutton, 1986. Presents chronologically, an event to celebrate each day of the year (e.g., Jan. 3 is J.R.R. Tolkein's birthday). Useful source of ideas for creative programming.

Welch, John

"Programming for Adults", North Carolina Libraries, Summer, 1983, vol. 41, p. 66-68. Brief article summarizes examples of programs done in North Carolina public libraries.

Periodicals:

The Library Imagination Paper (Carol Bryan Images, 1000 Byus Drive, Charleston, WV 25311, $18/yr.) "PR with sass, class, and mass appeal". Clip art included in each issue.

The U*N*A*B*A*S*H*E*D Librarian: The "How I Run My Library Good" Letter (P.O. Box 2631, NY, NY 10116, $20/yr).

Additions to resource list

The continued success of the RESOURCE GUIDE depends on your additions and corrections to the listing. Please submit your ideas on this form to:

Maureen K. Crocker
Colorado State Library
201 East Colfax Avenue, #309
Denver, CO 80203
(303) 866-6902

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Program Contact:

Name _____

Organization _____

Address _____

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Phone _____

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